

Microsoft Word Unit Project

IP 10



You have the choice to create your own *brand name* **OR** a *sports franchise*, in which you will complete an assortment of various tasks using MS Word.

To get a better idea of what you would like to choose:

Brand name- You will create a new brand which offers some sort of product line all under the same brand name. Some examples might be a t-shirt line, jeans line, complete clothing line, some sort of shoes, sports equipment, electronics, or jewelry.

Sports Franchise- You will create a new sports franchise in which you will choose the sport, location and team name. Some examples might be a Saskatchewan NHL team, NBA team, MLB team, MLS team, NFL team, etc.

Complete the following tasks based on your choice:

BRAND NAME

1. Choose a name for your brand and decide what products you will sell. Create a bulleted list of all your brainstorming!! **(5 marks)**
2. Create a logo for your brand name using Photoshop and save it as both a Photoshop and a .jpg so you can make edits later as well as insert the image into MS Word. **(10 marks)**
3. Create a letterhead for your brand. **(12 marks)**
 - a. Make sure your letterhead only spans 5cm at the top of your page (that's why we set our margins at 5cm for letters—to fit a letterhead!)
 - b. Be sure to include the name and address of your business (street, city and postal code). Choose your dream location for your brand to be located (i.e. Cornwall Center)
 - c. Your letterhead should be colorful and include your logo as well as words; information such as address and contact info, and may include other shapes and images to make it visually appealing. (address, city, postal code, phone and fax)
 - d. Google search letterheads to get some great ideas!
4. Write a letter from your brand to a particular store asking them to carry your brand name. **(18 marks)**
 - a. Write the letter including the letterhead you just created! Your letterhead will take up what was your 5cm top margin, but still set your left and right margins at 4cm.
 - b. Explain to the store what your brand is all about, what you sell, why you want their store to carry your brand, and how it would benefit them to carry your brand.
 - c. This should be a minimum of 3 PARAGRAPHS and be written in complete sentences. This is a **professional** letter you are sending on behalf of your brand name in hopes of gaining somewhere to sell! I want to be convinced to carry your product in my store!
 - d. Proper formatting, spelling, and grammar will be evaluated
 - e. Make sure to include your name and your position at the end of the letter, ex:

Miss McFarlen

5. Create a table of the different products your brand offers. **(20 marks)**
 - a. You should create a table with 5 columns and 12 rows.
 - b. Merge the cells in the first row and write the name of your brand. Change the size to 18 pt, center it and change the background color.
 - c. Your headings should be Item, Cost, Suggested Retail, Sizes Available and Colors Available. Bold and center align these headings. Change the font size to 16pt. Adjust column width accordingly so that all words are visible.
 - d. You will choose 10 items your brand offers and fill in the table regarding these details. This table is something you would give to a store wanting to carry your products. Make sure to use \$ and not just \$45 but \$45.00
 - e. Note: Cost is how much it would cost a store to bring in that item and Suggested Retail is how much you suggest they sell it for. (Example: It costs Bootlegger \$40 to bring in a Bench Sweater, and Bench suggests they sell it for \$100)
 - f. Change the background color of the Items column.

/65 TOTAL MARKS

SPORTS FRANCHISE

1. Decide what sport or league your team will be in. Choose a name with both the location and team name (i.e. Winnipeg Jets, Sask Roughriders) and your team colors. Create bulleted lists of all your brainstorming!! **(5 marks)**
1. Create a logo for your team using Photoshop, including team colours and save it as both a Photoshop and a .jpg so you can make edits later as well as insert the image into Word. **(10 marks)**
2. Create a letterhead for your team. **(12 marks)**
 - a. Make sure your letterhead only spans 5cm at the top of your page (that's why we set our margins at 5cm for letters—to fit a letterhead!)
 - b. Be sure to include the name and address of your team's office (street, city and postal code). You will obviously make this up. (i.e. Brandt Center, your own stadium)
 - a. Your letterhead should be colorful and include your logo as well as words, information such as address and contact info, and may include other shapes and images to make it visually appealing.
 - b. Google search letterheads to get some great ideas!
3. Write a letter from your team to a particular business asking them to sponsor your team. **(18 marks)**
 - c. Write the letter on the letterhead you just created! Your letterhead will take up what was your 5cm top margin, but still set your left and right margins at 4cm.
 - d. Explain to them what your team is and why you need the help of sponsorship (i.e. money to buy new jerseys, or equipment), why you want their company in particular to sponsor your team, and how it would benefit them to sponsor your team (advertising, free tickets to game for staff, etc).

- e. This should be a minimum of 3 PARAGRAPHS and be written in complete sentences. This is a **professional** letter you are sending on behalf of your team in hopes of gaining sponsorship! I want to be convinced to sponsor your team!
- f. Proper formatting, spelling, and grammar will be evaluated
- g. Make sure to include your name and your position at the end of the letter

Miss McFarlen
General Manager of The Regina Suns

- 4. Create a table of your team roster. **(20 marks)**
 - a. You should create a table with 6 columns and 17 rows.
 - b. Merge the cells in the first row and write the name of your team. Change the size to 18 pt, center it and change the background color.
 - c. Your headings should be: First Name, Last Name, Position, Height, Weight, Uniform Number. Bold and center align these headings. Change the font size to 16pt. Adjust column width accordingly so all words are visible.
 - d. You will create a roster of 15 players on your team and fill in the table regarding their details. Think about your sport and how many people of each position you would need, and the “ideal” size they should be. (i.e. A football linebacker who is 6’5 and 300 lbs).
 - e. Alternate the color of each row with your team colors.

/65 TOTAL MARKS